

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A dispensing device comprising:

a reservoir containing a ~~shear thinning~~ fabric cleaning liquid ~~having viscosity profile such that from rest and up to an applied shear stress of 10 Pa the viscosity of the fluid is at least 100 Pa.s and under a shear field of 20 s⁻¹ of at most 5 Pa.s,~~

one or more dispensing orifices in fluid communication with the reservoir, and

a movable platform movable by means of a ~~telescopic~~ screw mechanism, wherein the ~~telescopic~~ screw mechanism comprises a first threaded shaft having internal threads, and a second threaded shafts shaft having external threads configured to engage the internal threads of the first threaded shaft~~connected together, wherein the second threaded shaft is fixed to the movable platform,~~ wherein rotation of the screw mechanism advances the movable platform against the stored fabric cleaning fluid thereby dispensing a metered dose of the cleaning fluid from the reservoir, and wherein the reservoir and the movable platform are non-circular in cross section to resist rotation of the platform relative to the reservoir.

2. (Previously Presented) A device according to claim 1 wherein the platform comprises a wall or base portion of the reservoir and sliding the platform within the reservoir progressively reduces the volume of the reservoir thereby forcing the fluid to exit the reservoir.

3. (Cancelled)

4. (Previously Presented) A device according to claim 1 in which the cross section of the reservoir and platform include at least one non-curved section.

5. (Previously Presented) A device according to claim 1 in which the reservoir is uniform in cross section at least along the length in which the platform moves.

6. (Previously Presented) A device according to claim 1 in which the platform is configured for reciprocal generally axial movement internally of the reservoir.

7. (Cancelled)

8. (Cancelled)

9. (Currently Amended) A device according to claim 1 further comprising an actuator [[that]] for actuating the ~~telescopic~~ screw mechanism, wherein the actuator forms a base portion of the device.

10. (Previously Presented) A device according to claim 1 wherein the platform comprises a flexible peripheral edge configured to slide in a sealing relationship with an inner surface of the reservoir.

11. (Previously Presented) A device according to claim 1 further comprising a scrubbing member fixed over a top wall of the reservoir adjacent the one or more dispensing orifices.

12. (Previously Presented) A device according to claim 11, wherein the scrubbing member comprises a coarse mesh structure formed of high density polyethylene.

13. (Previously Presented) A device according to claim 12, wherein the apertures of the mesh provide multiple dispensing orifices.

14. (Previously Presented) A device according to claim 1, wherein the reservoir further comprises a removable end piece that forms a top of the reservoir, the one or more orifices being located in the end piece.

15. (Cancelled)

16. (New) A device according to claim 1, wherein the second threaded shaft is configured to rotate without rotating the movable platform.

17. (New) A device according to claim 1, further comprising a screw actuator for rotating the screw mechanism, wherein the actuator includes a third threaded shaft having internal threads.

18. (New) A device according to claim 17, wherein the first threaded shaft has external threads configured to engage with the internal threads of the third threaded shaft.

19. (New) A device according to claim 18, wherein the screw actuator is fixed to a base portion of the device, and wherein the screw actuator and the base portion rotate together as a single unit relative to the reservoir.

20. (New) A device according to claim 18, wherein the screw actuator is configured to be turned in a first direction to advance the movable platform a set distance upward within the reservoir, and wherein the screw actuator is configured to be turned in a second direction that is opposite to the first direction to retract the movable platform.

21. (New) A device according to claim 20, wherein rotation of the screw actuator in the first direction rotates and advances the first threaded shaft, whereby the

first threaded shaft rotates and advances the second threaded shaft, and whereby the second threaded shaft advances the movable platform.

22. (New) A device according to claim 1, wherein the fabric cleaning liquid is a shear-thinning fabric cleaning liquid having a viscosity profile such that from rest and up to an applied shear stress of 10 Pa the viscosity of the fluid is at least 100 Pa.s and under a shear field of 20 s^{-1} of at most 5 Pa.s.

23. (New) A dispensing device comprising:

a reservoir containing a ~~shear-thinning~~ fabric cleaning liquid ~~having viscosity profile such that from rest and up to an applied shear stress of 10 Pa the viscosity of the fluid is at least 100 Pa.s and under a shear field of 20 s^{-1} of at most 5 Pa.s,~~

one or more dispensing orifices in fluid communication with the reservoir, and

a movable platform movable by means of a screw mechanism, wherein the screw mechanism comprises a first threaded shaft and a second threaded shaft connected together, wherein the second threaded shaft is fixed to the movable platform, wherein rotation of the screw mechanism advances the movable platform within the reservoir, the movable platform advancing against the stored fabric cleaning fluid thereby dispensing a metered dose of the cleaning fluid from the reservoir, wherein neither the first nor second threaded shafts extend through the movable platform into the reservoir, and wherein the second threaded shaft is configured to rotate without rotating the moving platform.

24. (New) A device according to claim 23, wherein the reservoir and the movable platform are non-circular in cross section to resist rotation of the platform relative to the reservoir.

25. (New) A device according to claim 23, wherein the fabric cleaning liquid is a shear-thinning fabric cleaning liquid having a viscosity profile such that from rest and up to an applied shear stress of 10 Pa the viscosity of the fluid is at least 100 Pa.s and under a shear field of 20 s^{-1} of at most 5 Pa.s.